



Pageflex is a variable publishing platform that provides the flexible capabilities you need to produce all things variable. Pageflex offers unparalleled design control with powerful graphic design features created specifically for variable publishing. You can produce rich, creative, award-winning document designs that look like they were given the individual attention of a graphic designer but were, in reality, created on-the-fly with Pageflex variable publishing technology.

Pageflex is produced by Bitstream, the world's first digital type foundry, and a leading innovator in software development for the graphic arts industry. For over 25 years, Bitstream has been dedicated to making visual communications compelling, and the initial introduction of Pageflex variable data technology in 1997 demonstrated the company's commitment to that mission.

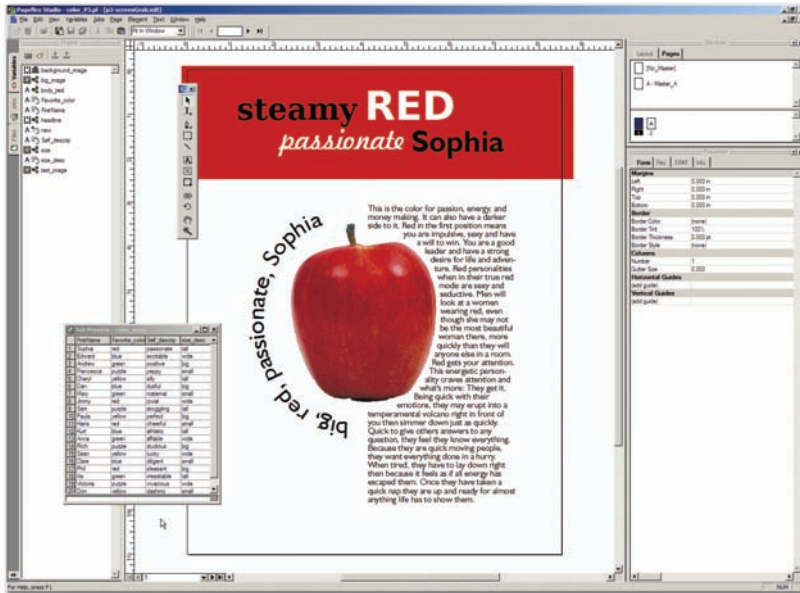
Pageflex provides a flexible, scalable platform to meet the demands of a broad spectrum of variable data projects, regardless of the media used to deliver them. No third-party software dependencies dictate your workflow. One application supplies all functionality you need to produce all things variable. You can produce a wide variety of printed materials including direct mail, business cards, signage, packaging, and custom books. You can extend a campaign to include personalized URLs,

ALL THINGS VARIABLE

Flexible modules let you choose the capabilities you need as your business grows. Choose one set of modules for today, then add more later on demand.



- 1 Database-Driven Personalization – Direct mail documents: postcards, brochures, flyers, forms
- 2 Online Design and Editing – Design or edit documents through a Web browser
- 3 Form-Driven Customization – Stationery, business cards, marketing collateral
- 4 Cross Media Campaigns – Personalized Web sites and e-mail



- 1 Familiar desktop publishing tools for text, images, and shapes.
- 2 Design your documents with precision.
- 3 Project resources, such as variables, images, and text, are easily accessible.
- 4 Preview your variable documents using data from the project database.

Flexible Capabilities

The flexible modules offered by Pageflex make this a technology that grows with you as your business increases. Simply choose the features you need today, and start producing results immediately. You can continue to turn on new features and expand your capabilities over time.

Database-Driven Personalization

With Pageflex and a database of customer information, you can drive highly personalized marketing campaigns.

Pageflex inserts information such as names and addresses from a customer database directly into each variable document. Additional database information, such as customer preferences, buying patterns, or other historical information, drives further customization of the document with highly relevant content. With customization, you can create a very successful marketing campaign based on very little personal information because customization provides content that is highly relevant to the customer. Personalized messages combined with highly relevant content have been proven to increase response rates and customer retention, and subsequently generate a stronger return on your marketing investment.

The project database can be as simple as a comma-

separated-value file (CSV), a Microsoft® Excel® spreadsheet or a Microsoft Access® database, or as complex as a multi-table relational database. Pageflex works with any ODBC-compliant database such as Oracle®, Microsoft SQL Server, Visual FoxPro®, dBase®, MySQL®, or IBM® DB2®.

Form-Driven Customization

Form-driven customization provides a guided process for editing documents online. The form allows someone to edit specific text, images, or other properties, without changing other parts of the document. This is particularly useful in situations where an individual needs marketing materials that follow corporate identity and branding guidelines, yet deliver a customized message for a particular event or recipient.

When you combine form-driven customization with a customer database, you can produce a personalized and customized marketing message. Not only can you customize a single document online, you can then apply personalized information to each printed document in a direct mail campaign.

Online Design and Editing

Pageflex offers a full range of design and editing capabilities through a Web browser. An online application presents a completely interactive experience

where your customer can select and highlight content, edit text, apply formatting, move elements around, and add new text, images, and shapes. To the customer, it feels similar to using a desktop publishing program.

You can choose from more than 60 available editing controls. Text controls let your customers edit text on screen, apply fonts, colors, and other text style attributes. Image controls let them work with available images or upload their own, and then move, scale, rotate, and crop them as they see fit. They can add new elements to the page, and even work with multi-page documents. Non-printing guides help them make precise edits, and multiple levels of “undo” make sure they can easily correct their mistakes.

You determine the amount of control you want to give your customers. You can give full control and let them change almost anything they want, including the document dimensions. Or, you can lock down parts of a document and limit control to only a select group of editing tasks. This is especially useful for protecting branding and messaging standards.

Cross Media and Multi-Touch Campaigns

The Internet and e-mail are an important part of getting a marketing message out to customers. Integrated HTML output from Pageflex lets you expand a multi-touch campaign to include personalized URLs, Web microsites, and personalized HTML e-mail. Pageflex dynamically generates everything necessary to deliver these digital messages.

You can create an HTML template with any HTML editor you want, and add it to the Pageflex project. The project resources for your cross media campaign—such as databases, variables, and images—are shared within the project. Pageflex repurposes these resources for each part of the campaign, saving you time and expense in recreating and converting them. For example, with HTML output, Pageflex automatically copies and converts high-resolution image files to the smaller, more efficient size required for Web delivery.

Web-to-Print Capabilities

Pageflex lets your customers submit job requests through the Internet using form-driven customization or online design and editing. You can create a self-service, branded portal for completing Web-to-Print transactions. You can easily integrate Pageflex into your existing corporate infrastructure for powerful Web-to-print and personalization initiatives. Your users can personalize and customize their documents themselves, and then complete a print order through your own branded online portal.

Pageflex Features

Pageflex has an impressive array of features built specifically for the unique and demanding requirements of variable publishing. These features give you power and control at every step of the process from the initial design through the final output.

Design with a Variable Publishing Tool

Pageflex Studio, the design application for Pageflex, was developed specifically for the unique needs of variable publishing. Designing for a variable project requires a different kind of thinking to account for the variable nature of the document content.

With Studio, you create templates, the structure and design for your variable documents. The familiar tools for desktop publishing combined with specialized tools for adding variability give you unlimited power to make sophisticated, compelling templates for every possible situation.

You can design everything you need for your variable data projects with Pageflex Studio. There are no requirements for third-party design applications.

Start with Adobe InDesign or QuarkXPress

Pageflex comes with a plug-in for Adobe® InDesign® and an XTension for QuarkXPress®. Combined with Pageflex Studio, the Pageflex design application, these tools give you the best of both worlds. You can start your design documents using these third-party applications, and then bring them into Pageflex. You can also design everything right from the start using Pageflex Studio. Either way, once in Pageflex, you can extend the amount of variability in your project and create truly unique documents.

Add Flex

Flex is the ability for design elements—such as text, images, and shapes—to change size and position automatically depending on the size of the variable content in each document. The patented flex technology is a unique feature of Pageflex, and it makes sure that your variable documents always look polished and professional without human intervention.

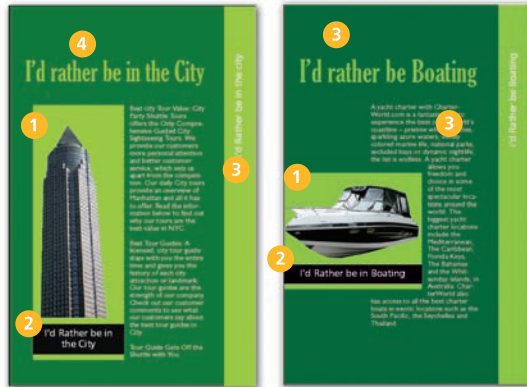
When it's necessary to change the size of a document, even to a new aspect ratio, flex takes care of the change with precision. For example, flex can quickly turn a half page ad for one publication into a smaller quarter page ad for another publication. Changing sizes between US and European paper sizes for business and global marketing documents becomes a simple, automatic process.

Fit Text Automatically

Market in Over 60 Languages

Books, Brochures, and Other
Variable-Length Documents

THE POWER OF FLEX



- 1 A landscape image replaces a portrait image by flexing the layout while maintaining the integrity of the design.
- 2 The image caption flexes horizontally to match the width of the image and also flexes vertically to allow for additional copy.
- 3 Body copy runs around the image to allow for a landscape image.
- 4 The variable headline copyfits to allow for additional copy.

Fit Text Automatically

Copyfitting is an automatic process that reduces text size to fit into a restricted space. You decide how the text is reduced and which text formatting characteristics are most important to preserve. Simple rules reduce several text attributes all at once, while advanced rules reduce each attribute one at a time according to the priorities you set up.

For design consistency, you can apply copyfitting rules to multiple blocks of text within a document, even when those blocks are not part of the same text flow. Pageflex reduces all of the related text blocks to the same type settings so that all the text looks consistent.

For example, a multi-page newsletter can contain several different articles. If the variable text in one article doesn't fit into the space, Pageflex reduces the text size in all the articles using the same specifications. You can also set up copyfitting rules to be more specific so that, for example, all the headlines in a document use one rule for copyfitting, while all the captions use another. The result is the same. Pageflex reduces the text to fit each variable document and makes sure the result stays true to the integrity of the design.

Market in Over 60 Languages

With Pageflex, you're ready to produce localized marketing materials for almost anywhere in the world. Pageflex supports document composition and output in over 60 languages, including Asian languages such as Chinese and Japanese. Combined with the flex and copyfitting capabilities of Pageflex, you can be sure that text in any language always looks good and easily

MULTI-LANGUAGE SUPPORT



meets any global branding requirements you have. Combine these features with any of the Pageflex Web-based customization workflows, and anyone around the world can produce localized, variable documents on demand.

Books, Brochures, and Other Variable-Length Documents

The variable capabilities of Pageflex include the ability to vary the number of pages in each document. Master pages, with automatic page and section numbering, keep the design consistent and preserve left and right page requirements. Pageflex can add new pages to accommodate long text flows, or it can insert PDF documents for additional content. You also can choose to hide certain pages for individual recipients. Automatic filler pages can force content onto left or right pages and make sure signature counts are always maintained. A custom-generated Table of Contents keeps track of all this page variation for each document.

Unlimited Variability

A variable publishing application must let you add as much variability as you can possibly need for any situation, and Pageflex offers more than any other application. With Pageflex, everything can be variable:

- the selection of content
- the size and position of each and every design element
- the appearance and attributes of every design element
- the number and size of pages
- the delivery method (print, Web, e-mail etc.)
- the output format

You can define content variables with simple but powerful “if-then-else” logic or use VBScript or JScript to perform more complex calculations for selecting relevant variable content.

Pageflex document actions expand the boundaries of variability in your documents. With document actions, you can vary not just the content, but the appearance of the content. For example, you can create document actions to dynamically change text attributes like the font size or color, or you can make the fill color and border on a box change for each document.

Document actions can run *before* or *after* Pageflex evaluates the variable content for a document. If they run after the variables are already added, then the document actions can perform additional transformations to the document based on the variable content added. Here are some examples of what document actions can do:

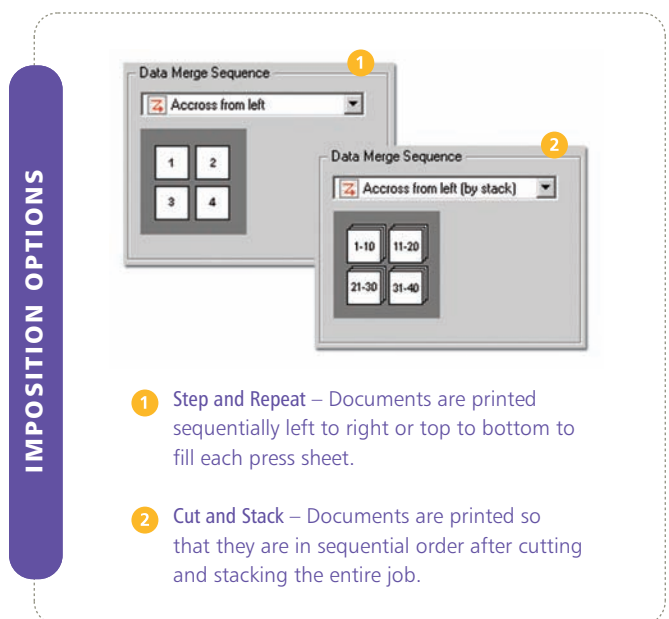
- They can distribute the amount and location of white space on each page.
- They can allow additional content, such as a coupon or additional marketing message, to be inserted based on the space available.
- They can reduce or eliminate images when there is too much text for the document.

When you combine document actions with the unique flex and copyfitting capabilities of Pageflex, as well as the variable-length document capabilities, there is no limit to the amount of variability you can have in your documents.

Automate Production

Pageflex has a number of features to assist with production. Basic imposition instructions allow you to define the size of the press sheet, and then set up either

a *Step-and-Repeat* or *Cut-and-Stack* imposition. With *Step-and-Repeat*, documents are printed sequentially left to right or top to bottom to fill each press sheet. With *Cut-and-Stack*, documents are printed on each press sheet so that they end up in sequential order after cutting and stacking the entire job run. For double-sided documents, you can set up *Work-and-Turn* or *Work-and-Tumble* instructions so that the front and back of each finished document are properly aligned.



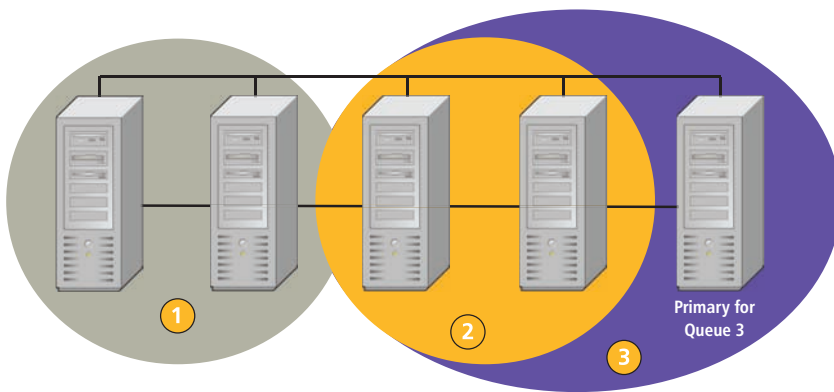
Job batching features let you decide how many documents are created in each output file. You can create a separate output file for each document or a single file for all the documents. You can also set up batch output so that one output file contains only the number of documents you specified for the batch. Pageflex calculates the number of batches needed to complete the job.

If you are printing on pre-printed shells, on-screen previews let you view your project with and without the pre-printed shell items visible. At press time, you can suppress the printing of the shell items and be certain everything fits in perfect register.

For output devices with multiple paper trays, you can select the trays to use for each part of the document. For example, you can choose one tray for a booklet cover and another tray for the inside text pages.

Pageflex offers output formats for a wide variety of devices and media. Optimized drivers speed up

QUEUE-BASED ARCHITECTURE



- 1 Queue 1: This queue is dedicated to running data merge jobs, such as a 100,000-record personalization project.
- 2 Queue 2: This queue is dedicated to creating bitmap previews.
- 3 Queue 3: The primary server in this queue is dedicated to running online editing sessions. If demand requires, excess online editing sessions are automatically assigned to the other two servers in the queue.

processing time because repeated images are only downloaded to the RIP once and then reused as needed. Pageflex can produce the following output formats:

- Standard Output Drivers: PostScript, Optimized PostScript, Adobe PDF, EPS
- Web and Image Formats: HTML, JPEG, GIF
- Optimized Drivers: PPML, JLYT, VDX, VIPP, and VPS

Flexible and Easily Scalable Architecture

Pageflex is an enterprise-level application that runs on Microsoft Windows.[®] It provides the mission critical infrastructure you need to run a 24 x 7, lights-out production business. You can configure it to run on any number of servers, depending on the volume of projects you need to support. Adding additional capacity is extremely quick and easy. New servers simply become available as soon as they are added and licensed. There is no need to restart server clusters or schedule downtime just because your variable publishing business has grown, and you need to produce a higher volume of projects.

Pageflex uses a queue-based design for load balancing. Each queue can be dedicated to a particular type of task. For example, you can dedicate one queue to providing the rapid response times needed for online editing sessions, while you dedicate another queue to running an intensive 100,000-record, full-color, database personalization project. Neither task interferes with the other's performance.

Automatic failover and backup servers keep the system running unattended 24 hours a day, 7 days a week. There is no single point of failure. Centralized administrative tools and logging features let you assess the health and performance of the system in real time.



Solution
PARTNER

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